

Narrative

Paul Schurick and the Robert L. Ehrlich Jr. brain trust "the high command" believes that their team faces two immutable facts. Fact one, if African American voters, at the precinct level, vote in the ninety percentile for the democratic nominee, victory would be denied to the former Governor. Fact two, the Ehrlich upper echelon in Annapolis is convinced, that no discernible number of the nearly one million (997,558) predominantly all democratic eligible African American voters in the state of Maryland would vote for the well regarded moderate Republican, Robert Ehrlich, in the upcoming November 2 General Election. This dominant majority view is based on deep severe bruising and scaring, this treatment visited upon Robert Ehrlich, the '02 Election, and the Ehrlich administration, all of which helped to fatally thwart his reelection in the '06 General Election. The Ehrlich world recognized that the Ehrlich Administration received little credit for a good record on black issues that did not resonate for them at the polls. In addition to these facts, the Ehrlich world find themselves out numbered, with the Democrats enjoying a 2 to 1 margin in statewide party registration.

While my assignment is specifically focused on the African American vote and turn out, there are overlapping boundaries; intersections do meet, and a great amount of help is welcomed and needed from all of Team Ehrlich to maximize the desired outcomes. The triangulation of the African American vote issue for the Republicans, in the Gubernatorial Contest, for Maryland in the fall of 2010 is what will be referred to as the Schurick Doctrine.

The Schurick Doctrine is designed to promote confusion, emotionalism, and frustration among African American democrats, focused in precincts where high concentrations of AA vote. As a result of the doctrine, the three favorable outcomes will benefit Republicans on Election Day. The three outcomes are: Don't Vote (Stay Home), Don't Vote at the Top of the Ticket (Skip Box/Bracket for Governor), and Vote Republican (largely due to our persuasion messaging).

The first and most desired outcome is voter suppression. The goal is to have as many African American voters stay home as a result of triangulation messaging based on the Schurick Doctrine.

The second most desired outcome is to get African American voters to skip voting in the bracket for Governor and only vote "down the ballot." This outcome's achievement is primarily rooted in confusion about which candidate is suitable to receive their vote.

Example: Neither Ehrlich or O'Malley are worth two cents. I don't like either one!

The third and less likely outcome is to get some, about thirty-five thousand, African American Democrats to switch over at the top of the ticket and vote for Bob Ehrlich statewide. This outcome is based on persuasion messaging laden with emotional appeals as to why African American voters should give their support to Ehrlich.

Example: We've been treated poorly and have been taken for granted by the Democrats. All they do is mess over Black people! I am voting for Ehrlich to teach the Democrats a lesson.

In this plan **536** precincts are targeted to reduce or persuade a minimum of **105,000** votes. There are five geopolitical areas of concentration where individual precincts have been targeted based on population (using census data), voting turn out, NCEC data, and other empirical data research. The geographical areas including target amounts are:


Baltimore City: 30,000

Baltimore County: 15,000

Prince George's County: 30,000

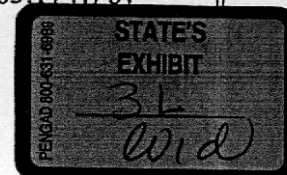
Montgomery County: 15,000

Rest of State: 15,000

Message0124	
Subject:	invoice
From:	Rhonda Russell
Date:	11/2/2010 6:24:01 PM
To:	Paul Schurick
Message Body	
<p>Please find the attached invoice for Auto calls sent today. Calls total 200,000; sent to Prince George's County and Baltimore City voters.</p> <p>--</p> <p>Best, Rhonda Russell Director of Business Development and Campaign Operations Universal Elections Home of the "Do It Yourself" Campaign Kit</p> 	
Attachment	
EHRlich INVOICE 11-2.doc	

Outlook Header Information
<p>Conversation Topic: invoice Sender Name: Rhonda Russell Received By: Paul Schurick Delivery Time: 11/2/2010 6:24:01 PM Creation Time: 11/4/2010 2:56:09 PM Modification Time: 11/11/2010 12:07:48 PM Submit Time: 11/2/2010 6:23:20 PM Importance: Normal Sensitivity: Normal Flags: 17 = Read, Has Attachment Size: 175053</p>
Standard Header Information
<p>X-MSK: CML=3.001000 Microsoft Mail Internet Headers Version 2.0 Received: from bsf0.herndon.cantongroup.com ([10.29.20.2]) by cgxchng1.herndon.cantongroup.com with Microsoft SMTPSVC(6.0.3790.4675); Tue, 2 Nov 2010 18:24:01 -0400 X-ASG-Debug-ID: 1288736603-609db58c0001-2r9wc6 Received: from mail-pv0-f174.google.com (mail-pv0-f174.google.com [74.125.83.174]) by bsf0.herndon.cantongroup.com with ESMTP id N4WU7ZINRuvGJJQx for</p>

Paul Schurick>>Top of Personal Folders>>Inbox



went to work on Metro

Hoppy
Brighdale
Seagrove

of

(40)

turn
out by
county

By percent of reg. voters
~~by percent~~



suppression
performance

voter eligibility

INCREASE Turn out in counties

100,000
votes

SUPPRESS turnout in BLACK communities

ORANGE
SMILEY
OTT NO!

EX 2
EX 4



POLITICS TODAY, INC.

AGREEMENT

THIS AGREEMENT (the "Agreement") entered into the 1st day of June, 2010, by and between POLITICS TODAY, INC. ("the Consultant") and the Bob Ehrlich for Maryland Committee ("the Campaign") shall terminate on November 2, 2010.

WHEREAS, the Campaign requires the advice, technical expertise and strategic services of the Consultant to assist the Campaign and other general services as requested by the Candidate and/or Campaign, the Consultant desires to provide such services to the Campaign as set forth in this agreement.

NOW, THEREFORE, in consideration of the foregoing and mutual covenants and undertakings hereinafter set forth the parties hereby agree as follows:

1. **Engagement and Acceptance.** The Campaign hereby engages the Consultant to provide advice, technical expertise, and strategic services to the Campaign during the term hereof and the Consultant hereby accepts such engagement which includes the following deliverables:
 - A. Organize a "listening tour" for campaign officials, (including the candidate as appropriate), with other clients/associates, etc. The purpose is to learn what are their priorities, how they plan to spend their time and resources in 2010, and to determine their interests in the election. Cooperate with the Ehrlich committee in good faith as determined by the Ehrlich Committee."
 - B. Develop and disseminate messages for use in the African American communities in Baltimore and Prince George's Counties that blunt anti-campaign messages.
 - C. Develop a network of persons disaffected with or disgruntled by the current political establishment in Maryland who can further disseminate these key messages. This may include religious leaders, community leaders, minority business owners, and others capable of influencing African American voters.



Politics Today, Inc.

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- D. Identify minority vendors who can produce collateral materials to be used to deliver and enhance the key messages. Vendors should be capable of including a minority vendor "bug" on any such materials; clearly noting that it was produced by minority-owned businesses.
 - E. Develop a list of issues important in the African American religious communities on which Martin O'Malley has either a poor history or no history. Examples include: same sex marriage, low-end gaming and human service resources awarded to non-religious community organizations (e.g., ACORN), etc. Articulate this O'Malley history with religious leaders and encourage them to share it with their parishioners.
 - F. Develop a list of alternative media and other communications vehicles that could be used to disseminate appropriate messages in the African American communities. Examples include: black religious radio, and community publications such as the Pennysaver, etc.
 - G. Work with the campaign staff to develop and execute appropriate strategies for both early voting and absentee voting programs.
 - H. Organize and train individuals to publicly challenge the O'Malley record in African American communities. This should include calls to talk radio, letters to newspapers and other written publications, and demonstrations at public events.
2. **Relationship of the Parties.** Both the Campaign and the Consultant intend and agree that the Consultant is acting and performing as an independent Contractor; relying on his expertise, knowledge, judgment and techniques in the performance of his responsibilities hereunder. The Campaign is interested only in the results achieved by the services of the Consultant. The manner of legally achieving these results is the responsibility of the Consultant. The Consultant is a professional person and is not an agent or employee of the Campaign for any purpose. Accordingly, the Campaign is not responsible for deducting from payments to the Consultant any amounts for Federal, state, and local withholding taxes, FICA, unemployment insurance taxes, business licensee fees, and other similar items. The Consultant will be solely responsible for paying such items and for filing all applicable returns and reports.

3. **Compensation.**

(A) Upon timely delivery to the Campaign of an invoice(s) setting forth services provided for which payment is requested, the Campaign shall pay the Consultant Sixteen Thousand Dollars (\$16,000.00) each month beginning June 1, 2010 through November 1, 2010.

(B) **Bonus.** The Consultant shall give the Campaign additional time beyond the contract period to pay an Election Victory Bonus of Thirty Thousand Dollar (\$30,000.00) on or before December 31, 2010, only if and when the Candidate is the winner of the election for Governor of the State of Maryland.

4. **Schedule.** The Consultant will govern his own work schedule with the understanding that Politics Today will be available to the RLE Committee and will cooperate in good faith to meet deadlines established by the Committee.

5. **Duration of Agreement.** This Agreement will begin on June 1, 2010 and will end on November 2, 2010. The Campaign may terminate this agreement by giving thirty (30) days' notice to the Consultant. In the event of termination, the Consultant shall be entitled to full compensation for the duration of that month. Notice of the termination will be in writing and adhere to the requirements of paragraph 7 below.

6. **Disputes.** The parties agree to resolve any disputes arising under this agreement by means of arbitration pursuant to the AAA guidelines.

7. **Notices.** Any notice or other communication required or permitted hereunder shall be in writing and sent by registered or express mail; return receipt requested and postage prepaid as follows:

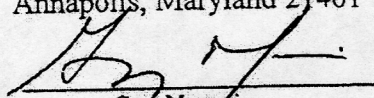
(A) **If to Consultant:**

Julius Henson, Politics Today, Inc.
1500 N. Decker Avenue
Baltimore, Maryland 21213

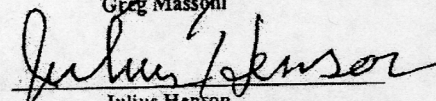
(B) **If to the Campaign:**

Bob Ehrlich for Maryland Committee
2024 West Street, Suite 100
Annapolis, Maryland 21401

SENIOR ADVISOR:


Greg Massoni

CONSULTANT:


Julius Henson

Politics Today, Inc.

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Time	Event or Occurrence	Duration	Source
2:53p	Bernie Marczyk e-mail to Paul Schurick and Greg Massoni: "What does Julius need to make the City turnout stay low. I think we promise him an additional victory bonus. Can't lose."		3B
4:42p	Paul Schurick cell to Julius Henson cell	2 mins, 29 secs	3A, 10A, 10F,
4:45p	Julius Henson cell to Rhonda Russell cell	1 min, 47 secs	10A-10F
4:53p	Julius Henson cell to Rhonda Russell	3 mins, 25 secs	10A-10F
5:03p	Julius Henson cell to Paul Schurick cell	3 mins, 12 secs	10A-10C
5:07p	Julius Henson cell to Rhonda Russell cell	1 min, 39 secs	10A-10F
5:08p	Paul Schurick cell to Julius Henson cell	1 min, 48 secs	10A-10F
5:12p	Rhonda Russell cell to Julius Henson cell	8 mins, 49 secs	10A-10F
5:25p	Rhonda Russell cell to Robodial.org recording line	2 mins, 38 secs	10A-10F
5:41p	Test call to Henson	25 secs	10A & 6L
5:42p	Julius Henson cell to Rhonda Russell cell	3 mins, 54 secs	10A-10B
5:44p	Caller Id removed		6M
5:48p	Robodial.org generation # to Paul Schurick cell	0 secs	10C
5:48p	Test call to Paul Schurick cell	(voice mail)	10C, 6N
5:49p	Test call to Greg Massoni cell	(voice mail)	10D & 10E, 6O
5:54	Robocalls begin		6F, 6G
6:13p	Schurick checks his voicemail	54 secs	10C
6:15p	Julius Henson text message to Paul Schurick cell: "I send u the call. The call is gone. 1000,000 [sic] in both Baltimore and P.G. county will send an invoice that must be paid 2morrow.the amount is \$3500 +3500 = \$7000		5A
8:00p	Robocalls completed		6F, 6G

